

Entrepreneurship for the Fashion and Design Industries BS Degree Program

School of Business and Technology

Applications accepted for fall only. NYSED: 33762 CIP: 52.0799

The major in Entrepreneurship for the Fashion and Design Industries provides students with the knowledge, skills, and mind-set necessary to succeed in new and uncharted business environments. Graduating students are prepared to transform creative ideas into business ventures and to assume leadership positions in entrepreneurial companies. Curriculum below is for the entering class of fall 2020.

| Semester 5 | | Credits |
|----------------------------------|---|----------------|
| MAJOR AREA | EP 311 - Introduction to Entrepreneurship | 3 |
| RELATED AREA | AC 311 - Integrated Marketing Communications Management | 3 |
| | MG 306 - Information Systems: Case Analysis | 2 |
| LIBERAL ARTS | MA 321 - Data Analysis for Business Applications* | 3 |
| | SS 242 - Microeconomics | 3 |
| | choice - see Requirements*: Liberal Arts/Speech | 3 |
| Semester 6 | | |
| MAJOR AREA | EP 321 - The Business Plan | 3 |
| | EP 331 - Finance and Accounting for the Non-Financial Manager | 3 |
| LIBERAL ARTS | MA 311 - Mathematical Modeling for Business Applications | 3 |
| | PL 431 - Philosophy: Ethics G7 | 3 |
| | choice - see Requirements*: Liberal Arts/Writing | 3 |
| Semester 7 | | |
| MAJOR AREA | EP 441 - Converting Innovation into Value | 3 |
| RELATED AREA | FM 303 - Fashion Business Law, 324 - Business of Licensing, IN 441 - International Business Law, or IN 443 - International Business Strategies and Fashion Law | 3 |
| LIBERAL ARTS | choice - see Requirements*: Liberal Arts/American History G10 | 3 |
| | choice - see Requirements*: Liberal Arts/Economics | 3 |
| | choice - see Requirements*: Liberal Arts/Foreign Language G8 | 3 |
| Semester 8 | | |
| MAJOR AREA | EP 452 - Entrepreneurship Practicum | 3 |
| RELATED AREA | choice - see Requirements*: Internship or Major or Related Area Electives | 3 |
| LIBERAL ARTS | choice - see Requirements*: Liberal Arts/Foreign Language | 3 |
| | choice - see Requirements*: Liberal Arts | 3 |
| | choice - see Requirements*: Liberal Arts/Other World Civilizations G9 | 3 |
| TOTAL CREDIT REQUIREMENTS | | |
| | MAJOR AREA | 15 |
| | RELATED AREA | 11 |
| | LIBERAL ARTS | 36 |
| | Total Credits: | 62 |

***Fall 2020 Requirements:** See below.

Liberal Arts: 36 credits

- **American History: 3 credits.** CHOICE of any course that meets General Education American History requirement (G10)
- **Economics: 6 credits.** SS 242 and CHOICE of SS 343, 443 or SS 445
- **Foreign Language: 6 credits.** Two semesters of the same foreign language, one of which must meet General Education Foreign Language requirement (G8)
- **Mathematics: 6 credits.** MA 311 and MA 321. MA 222 and Mathematics Proficiency must be completed prior to enrolling in MA 321.
- **Philosophy: 3 credits.** PL 431
- **Other World Civilizations: 3 credits.** CHOICE of SS 354 or SS 374 (either one of which meets General Education Other World Civilizations requirement (G9)
- **Speech: 3 credits.** CHOICE of EN 241, EN 242, EN 244, or EN 342
- **Writing: 3 credits.** CHOICE of EN 321, EN 322, or EN 323

Liberal Arts Elective(s): 3 credits.

Select Liberal Arts courses from the following subject

areas: **AB** (Arabic); **CH** (Chinese); **EN** (English); **FI** (Film and Media) – any FI course other than FI 205, 261, 361, 362, 461, and 462; **FR** (French); **HA** (History of Art); **HE** (Health Education) 201, 301, **IT** (Italian); **JA** (Japanese); **MU** (Music); **HI** (History); **MA** (Math); **MC** (Modern Languages and Cultures); **PE** (Physical Education and Dance) 215, 216, 217; **PL** (Philosophy); **PO** (Portuguese); **SC** (Science); **SP** (Spanish); and **SS** (Social Sciences).

Internship or Major or Related Area Elective(s): 3 credits.

CHOICE of IC 497 or DM 321, EP 360, EP 361, EP 362, FM 300, FM 325, FM 329, FM 361, FM 431, IN 312, IN 313, IN 322 or

NOTE: Students must have taken the following courses prior to entering the program: AC 111, MG 153, and SS 141.

Upon graduating from the Entrepreneurship BS program, students will be skilled in the following:

1. **Company and Project Formation:** Students will be able to develop businesses and/or projects that drive innovation, establish a competitive advantage, and construct business models, all with commercial value.
2. **Business Foundation:** Students will administer the tools and techniques for creating products, services, and/or systems that have commercial value.
3. **Technology:** The combination of innovation and technological competencies will be employed to develop, assess and communicate business ideas in order to be able to provide innovative solutions to business and market problems and the unmet needs for the creative industries.
4. **Critical Thinking:** Students will be able to define and analyze the key components of innovation, products, services and businesses necessary to formulate solutions.
5. **Global Economy:** Students will have the ability to assess diverse market and business needs to meet the changing marketplace dynamics of the global economy.
6. **Leadership/Interpersonal Skills:** Students will be able to construct and employ written, oral and supporting collateral, presentations, skills, techniques, strategies and the materials needed to develop the leadership and interpersonal skills necessary for businesses, programs or ideas.